

◆ AADOM'S ANNUAL DENTAL MANAGEMENT CONFERENCE DEDICATED TO PRACTICE MANAGEMENT PROFESSIONALS ◆



SCOTTSDALE, ARIZONA

AADOM CONFERENCE

2022

SEPT. 8-10

AMERICAN ASSOCIATION OF DENTAL OFFICE MANAGEMENT

AADOM

LEARN • CONNECT • GROW



Welcome to...

CREATING MORE SMILES

How technology makes for happier staff and loyal patients



AMERICAN ASSOCIATION OF DENTAL OFFICE MANAGERS
AADOM

LEARN • CONNECT • GROW

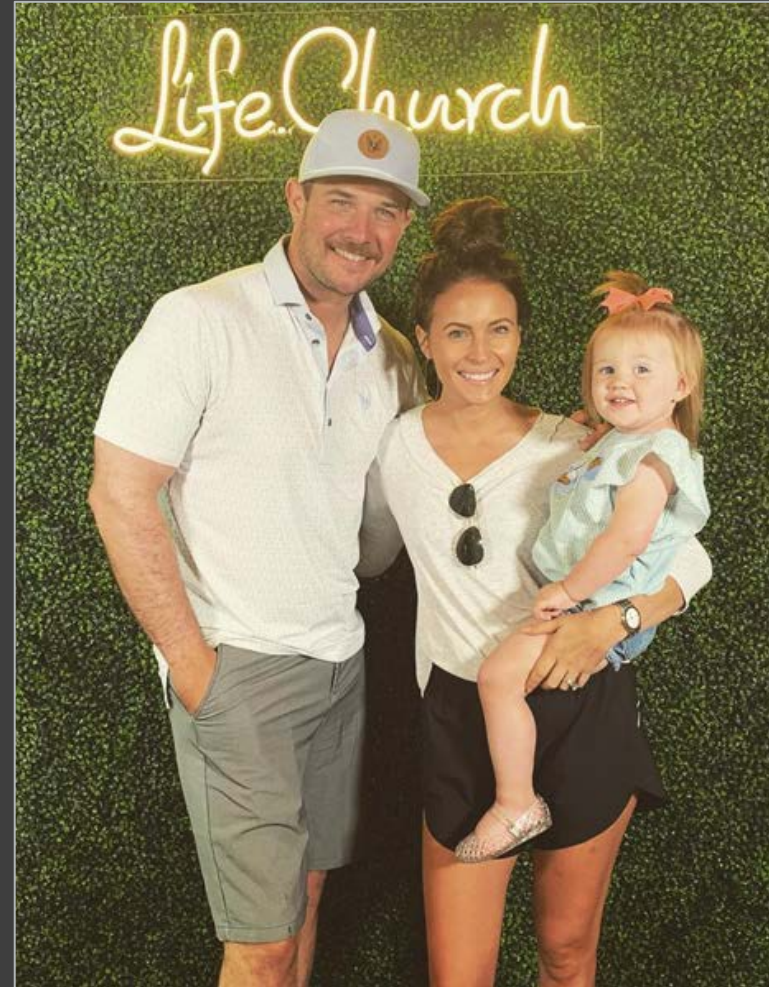
Make sure you...

- Have your badge scanned to obtain CE for this session
- Download speaker handouts (available on the conference website)
- Complete the speaker survey following the session



Ryan Merriman

Rectangle Health
Practice Solutions Consultant



Let's get started!

MYTHA BUSTERS

Myth #1

We don't have a payment problem.

If any of your patients walk out the door without knowing their payment options, there is a problem.

Healthcare debt continues to grow.

More than 6 in 10 adults with overdue bills received care knowing they couldn't cover the costs, and more than half have balances over \$1,000.



Myth #2

Implementing online payments is just one more thing for me to manage.

Online payments work FOR you.

“In one year, we’ve collected an insane amount of money on the online platform and all of those would have been phone calls to the office.”

- National Director of
Operations



Myth #3

Our patients won't use online payments or text to pay.



Your patients are already paying online.

Patients want a modern, seamless payment experience.

“Our online payments and Text to Pay functionality is currently running at over a 90% adoption rate. This means that when we offer these easy, convenient ways for patients to pay, and let them know they are available, they are using it.”

What's your preference?



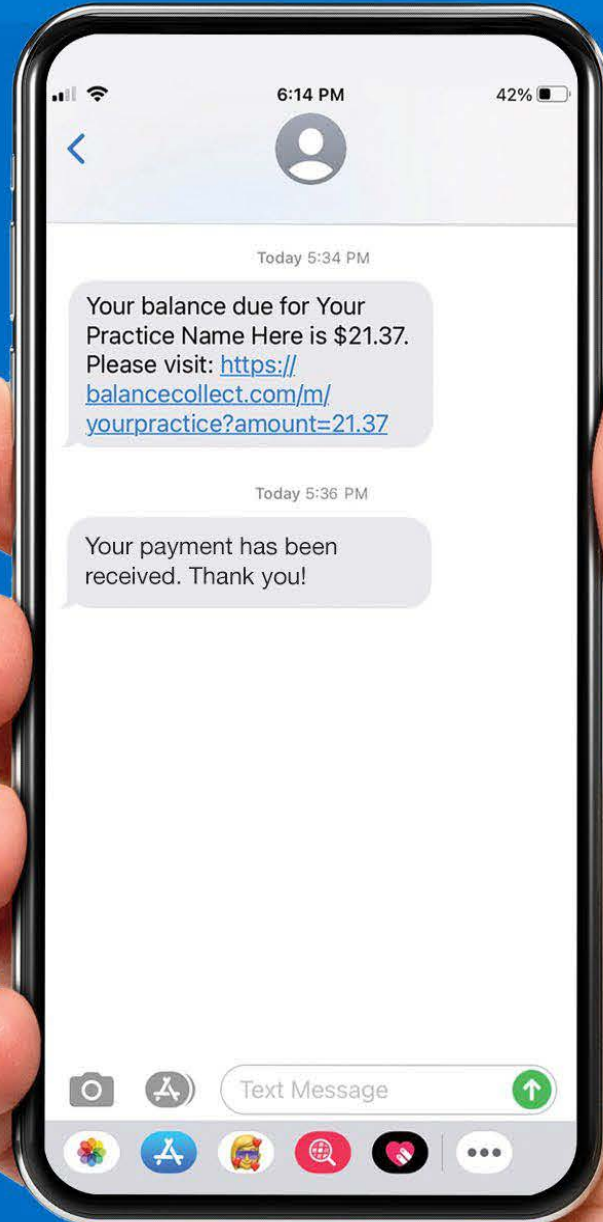
40% of Americans use a mobile payment app to pay bills.

4 in 10 smartphone users use ApplePay or AndroidPay.

Who uses it most?

- 94% - Millennials (ages 24-39)
- 87% - Gen Z (ages 18-23)
- 88% - Gen X (ages 40-55)
- 65% - Baby Boomers (ages 56-74)

Text communication is preferred



People will see what you send them – **SMS open rates are as high as 98%.**

88% of people surveyed said **text was the number one thing they use their phones for**, and they use their phones all the time!

85% of customers **prefer receiving text messages** over a phone call or email.

Don't rely on the old methods of getting in touch – **90%** of companies said they leave voicemails to talk to consumers while **29%** of consumers said they **don't listen to voicemails at all.**

We look forward to seeing you at Dr. Katz DDS on Tuesday. If you would like to pay your copay before coming in, here is the link to do that.

<https://pay.balancecollect.com/m/practice?amount=50z>

We enjoyed seeing you today at Dr. Katz DDS! Wanted to let you know that a jacket was left behind and we're holding it for you at our reception desk. Please call [898-555-3745](tel:898-555-3745) to let us know when you'll be by to pick it up.

Please note, these are all sample text messages and not actual patients.

Confidential and proprietary | All rights reserved | © 2021 Rectangle Health

Rectangle
HEALTH

Relate to any of these?

- People don't like to answer the phone.
 - ...and they don't like to answer numbers they don't recognize.
 - People don't like to check their voicemail.
 - People ignore incoming calls.
 - People believe texts are more convenient than a phone call.
-
- ✓ **97% of Americans own a cell phone.**
 - ✓ **Americans check their phones an average of 47 times a day.**
 - ✓ **89% of phone users check their phones within 30 minutes of waking up.**



<https://99firms.com/blog/sms-marketing-stats/#gref>

Myth #4

If my patients can't afford care, there aren't many options available to help.

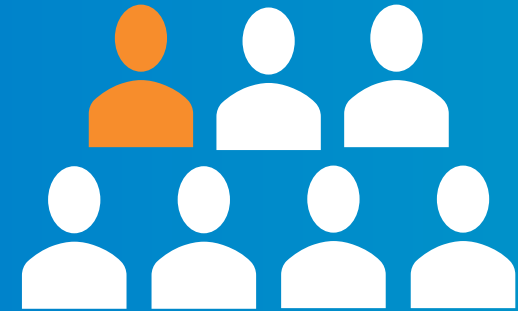
Rising cost of care: the patient perspective



Out-of-pocket healthcare spend is about \$1,650 per person and is expected to increase by 10% over the next 5 years.



50% of U.S. adults say they could not cover an unexpected healthcare expense of \$500.



1 in 7 patients are denied access to care due to unpaid medical bills.

Rising cost of care: the provider perspective

As a result of patients not being able to afford care, providers see:

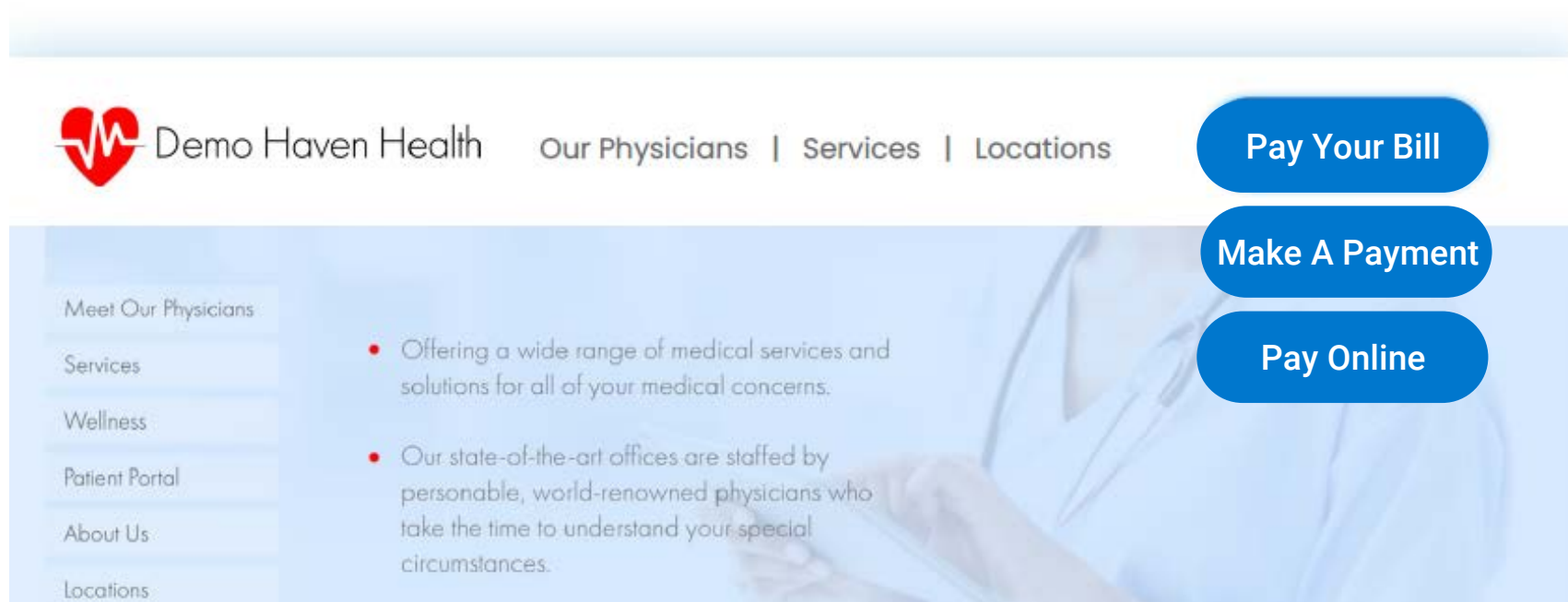
- Increase in patient no-shows
- Decrease in accounts receivable
- Inability to provide care

**Offering convenient payment options increases
patient satisfaction.**

1

Add a payment button to your website

Patients will often look at the practice website to see if they can pay online. Add an online payment button in an obvious location, such as in the header area, with a descriptive name.



2

Add your online payment URL or QR code to billing statements

- On printed statements, show your patients where they can pay online. When opening statements, patients are likely to first check to see what they owe and then look for where they can pay in the most convenient way.
- Include both your payment URL and your QR code so that patients can open your payment site using either method.



Your Next Appointment is scheduled for:
November 15 at 8:00 AM

Your Information

Statement Date: October 4
Patient Name: Rectangle, Jane L.
Account #: 1234
Payment Due Date: November 4

Your Account Summary

Prior Statement Date: October 4
Current Balance: \$129.50
Amount Due Now: \$129.50

Your Payment Options

Online: your URL

By Phone: your phone number

**Easy access to
pay online:**

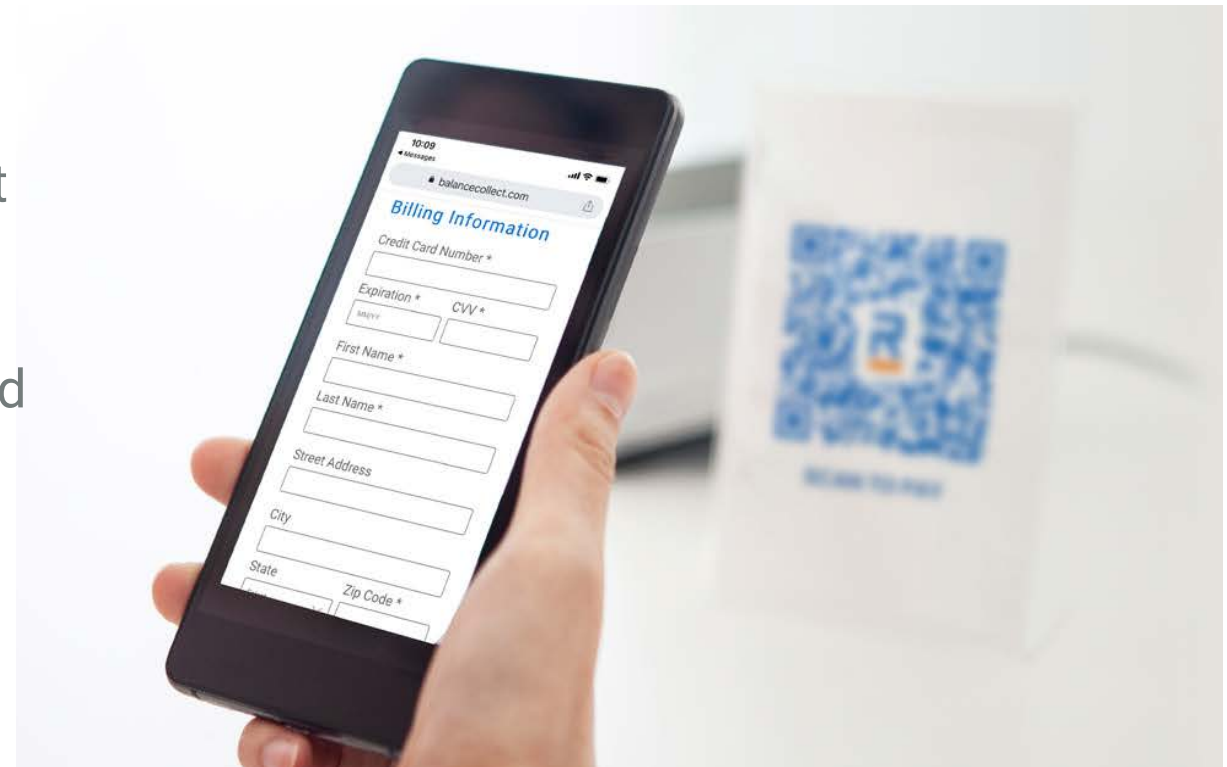
scan QR code
to make your
payment



3

Create QR codes and display on signage or flyers at check-in or check-out.

- By simply scanning your QR code with their smartphone's camera, patients can go straight to your online payment site.
- Use your QR code in prominent displays around your office to increase awareness of your online payment offering and to encourage patients to make payments before they leave.



4

Add your payment URL to emails

- If you send e-statements, include your payment link in the body of your email.
- For other types of email communications, you can add your URL to email signatures to inform patients of your new payment method, like the example here:

Jane Rectangle

Office Manager, Demo Haven Health



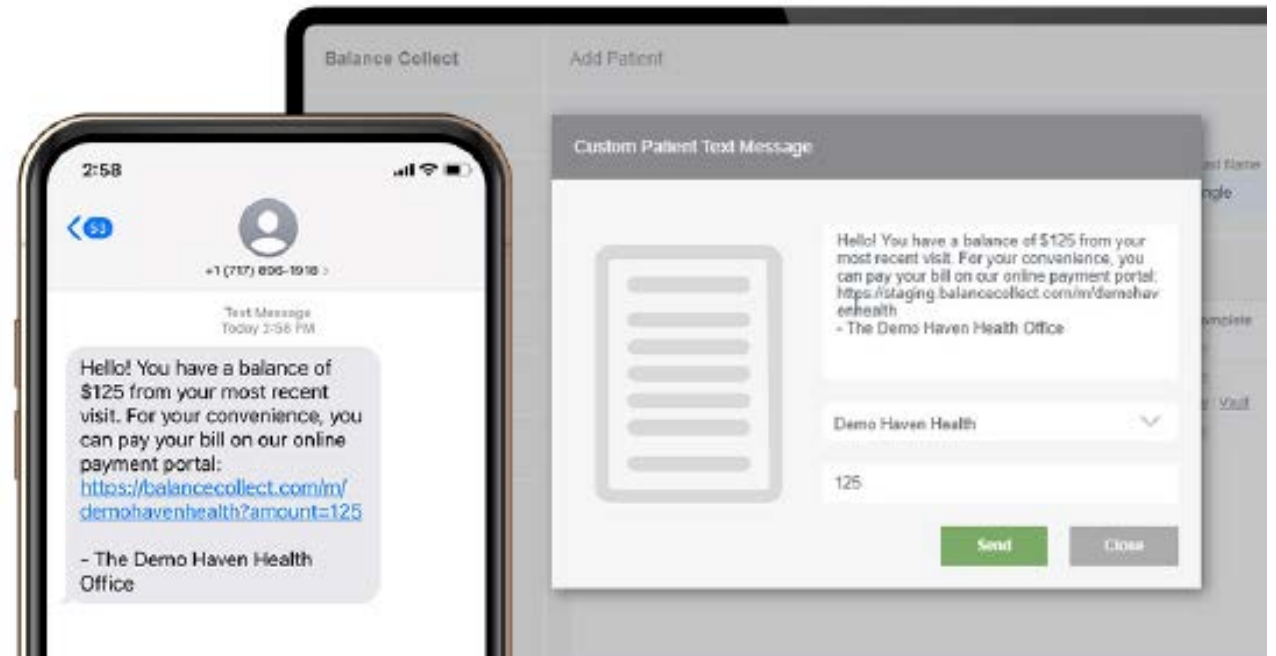
Now accepting online payments!

<https://pay.balancecollect.com/m/demohaven>

5

Send your payment URL through text messages

- Text messages are reported to have a 98% open rate!
- If you use text messaging to communicate with your patients, insert your payment link in messages to reach patients with a convenient payment method.
- Your online payment site is mobile-friendly for seamless payments start-to-finish right through your patients' phones.



**Automation reduces manual processes and
redundancy to keep staff happy.**

Staffing Challenges

53%

Reported that their stress levels are up as a result of the pandemic.*

47%

Reported that their workload has increased in the past year.*

- Staffing continues to demand healthcare's attention in 2022.
- Recent studies show the healthcare industry has lost 20%–30% of its workforce over the past two years.
- Many current employees say they are actively considering a change in jobs, or perhaps leaving the field entirely.
- Practices and organizations can lean into technology to offset manual tasks and staff shortages.

*2021 survey by [Ophthalmic Professional](#)

Dual benefits

The digital solutions that patients want eases the burden on staff, too.

Text communication

- Has a high likelihood the message will be read/received.
- Responsiveness makes it easier to keep the schedule full, patients coming into the office safely, and for more efficient daily routines.
- Feels natural and human, extending the reach of office staff.

Automation

- Remains a top priority due to declines in operating margins, staffing challenges, and clinical burnout.
- Provides time and cost benefits by reducing, or eliminating, high-volume, manual, or repetitive tasks.
- Optimizes billing and payment workflows resulting in meaningful working capital and administrative efficiencies, particularly impactful to the bottom line.

Q&A

What's on your mind?

We at Rectangle Health sincerely appreciate you...

THANK YOU for all you do!

Visit us at booth # 212

Product Demos

On-site Assessments

Giveaways!

Please Support Our Valued Sponsors & Exhibitors

Take advantage of the Exhibitor Adventure
time!



Thank You for Attending!

Stop by the AADOM booth for info about
AADOM23
Orlando, Florida
September 7-9, 2023

